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THIS LOOKS GOOD

What's in a Name?

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What's in a name? "Lots" said Miss Agnes Slindee, home demonstration agent in Carroll County, Md. So she named her most important project, "Make Your Kitchen Work Easier." "That name means more than kitchen rearrangement or home management to my people," avers Miss Slindee. "It enables home makers to grasp at once what the project is and recognize a want they long have felt."

"Much" said Professor R. E. Jones, poultry specialist in Connecticut. "Between 'Poultry Sanitation' and 'Grow Healthy Chicks' who would not choose the last name?"

"That name means something," said Dan Miller, county agent in Howard County, Mo. 'Grow Thrifty Pigs' appeals to farmers when 'McLean County System of Swine Sanitation' may not."

"Make A Dress That Fits and Suits" is the name for a project carried on in Ohio that won far more interest than one called "Clothing Construction Project." Similarly, "Eat Well - Be Well - Do Well" or "Square Meals For Health" have proved to be more attractive than "Nutrition."

Conquer Codling Moth; Make The Small Farm Pay; Make Clover and Alfalfa Sure Crops; Plant Pines on Idle Lands; Grow Timber On Loafing Acres; Bring Back Clover; are other examples of names of important projects carried on in some of the Eastern and Central States.

Agents and specialists who have won wide appeal for important projects, have learned that the first requirement is to find a name that pictures to all what the proposed work is about. It is not always easy to translate "extensionese" into good everyday English. Nevertheless, the work is handicapped until this is done. Economic management, improvement, legume, sires, are the most common omnibus terms. It seems better by far to use terms that have greater picture value and, like some of the examples above, which include an injunction or command.

Original distribution to all extension workers in the Eastern and Central States, and to extension directors and supervisors of county extension agents in other States.

